

My name is Joel Acevedo. I'm a **UI/UX Evangelist, Digital Artist, and Certified Geek.**

As a **UI designer**, I specialize in building attractive, usable, standards-based, responsive web-based applications with focus on the user's visual experience. As a **UX designer**, I conduct user research, design/wireframe/prototype, validate/test and sell/present solutions to the business, advocating for the users' needs while balancing the business goals.

Over the past 15 years I've had the immense privilege to work in lots of print, multimedia and web projects for many exceptional companies, including Verizon, Nationwide, Transamerica and Aetna.

Professional Skills

I have a bachelor's degree in Computer Science from the University of Puerto Rico. I have an obsession for accuracy and consistency. I am a team player with cross-cultural working experience. I am fully bilingual (Spanish - English).

Expertise in hand coding HTML5/XHTML and CSS (Cascading Style Sheet) and enhancing the user experience and layout presentation for both B2B and B2C audiences. I'm also very proficient developing and designing powerful web apps and working with content management systems such as WordPress or Drupal.

Proficient with web-oriented graphic design and multimedia tools like Adobe, Figma and Balsamiq Wireframes to create layouts, templates, graphics, icons, and overall visual designs for both Web and rich internet applications.

Efficient identifying usability issues and promoting web standards based on usability.gov and WAI recommendations.

Here's a summary of technologies, software, and programming languages that I've work with:

HTML, XHTML, HTML5, CSS, CSS3, ASP.NET (Master Pages and Skins), JavaScript, jQuery, MySQL, Bootstrap, some knowledge of other frameworks like Angular and React, WordPress, Drupal, PHP (basic), SQL, Blogging, Web Design, Web Development, Flash, User Interfaces, User Experience, Wireframing, Prototyping, Mobile Design, Responsive Design, Illustrations, Photo Manipulations, Video Editing

Professional Experience (*Past 15 years*)



Aetna (FreedomHealth and Optimum HealthCare)

Web Developer

Tampa, Florida (April 2021– present)

Freedom Health and Optimum HealthCare are an HMO with a Medicare contract and a contract with the state of Florida Medicaid program.

Responsibilities:

- Responsible for designing, implementing, planning, managing, coordinating, and maintaining corporate intranet and marketing sites of Freedom and Optimum.
- Ensure code complies with usability.gov and WAI guidelines using SortSite6.
- Scan code frequently for security vulnerabilities using software like SNYK and Veracode.

Projects: INTRANET (PHP), FREEDOM HEALTH (Drupal), OPTIMUM HEALTHCARE (Drupal)

Technologies: CSS3, HTML5, JavaScript, jQuery, Bootstrap, PHP, Drupal, SQL

Programs: Apache, Adobe CS6, IIS, Sublime Text, SNYK, Veracode, SortSite 6



Verizon

MTS III Consultant - System Engineering

Temple Terrace, Florida (October 2013– September 2020)

Verizon is a Fortune 500 company operating in 150 countries and delivering the fastest, most reliable 4G LTE network in America.

Responsibilities:

- Responsible for designing, implementing, planning, managing, coordinating and maintaining several web-based and desktop applications.
- Recognized with 6 Verizon Spotlight Awards, including one for Customer Excellence and one for Innovation.
- Rewarded with 2018 VPS & VES Technology Kickoff Recognition for creating a game changing tool for Enterprise Service Teams that increased response rate up 132%.

Projects: VECRM, ETMS, DMS, VAD, VASAP

Technologies: CSS3, HTML5, JavaScript, jQuery, Bootstrap, ExtJS, exposure to Angular and React

Programs: Apache, Adobe CS6, XAMPP, Sublime Text, Sencha



Transamerica

Senior Web UI/UX Developer

St. Petersburg, Florida (April 2012 – October 2013)

The Transamerica companies are AEGON companies. An international life insurance, pension and asset management company based in The Hague, AEGON has businesses in over twenty markets in the Americas, Europe and Asia. AEGON companies employ approximately 26,000 people and have some 40 million customers across the globe.

Responsibilities:

- Designed and developed my own HTML5/CSS3 framework that is currently in used on a few projects and who once was considered as standard for all upcoming projects.
- Provided support and consultant services to multiple departments nationwide.
- Recognized 2 times with S.T.A.R.S. awards, designed to recognize individuals and teams who have demonstrated above-and-beyond effort on a specific project or a high degree of consistency in delivering valued services.

Projects: Transamerica Marketing Site, Transamerica Financial Advisors, Trip Tracker, Transamerica Canada, World Financial Group, Transamerica Financial Life

Technologies: CSS, CSS3, HTML5, JavaScript, jQuery, PHP, Prototype, Wordpress, XHTML

Programs: Apache, Adobe CS6, IBM RAD 7.5, IBM WebSphere 6.1, Notepad ++, Visual Studio 2010



Savtira Corporation

Web Manager of Marketing Department

Ybor City, Florida (April 2011 – February 2012)

Savtira is a B2B Enterprise eCommerce solutions company in Tampa, FL, offering digital distribution with a SaaS turnkey platform. Savtira builds unique eStores and offers a carrier-class Entertainment Distribution Network (EDN).

Responsibilities:

- Responsible for designing, implementing, planning, managing, coordinating and maintaining all marketing web-based projects, including full re-design of corporate website, microsites, email blasts, electronic newsletters, mobile applications and media web clients.
- Designed and developed the Due Diligence Locker, a secure and robust extranet built in Wordpress that provides access to potential investors to confidential documents.
- Provided support to Sales and IT Department by integrating sales tools like Salesforce into email campaigns and troubleshooting design issues of eStores.

Projects: Savtira Marketing Website, Savtira Cloud Commerce, Savtira Cloud Music Player, Savtira Cloud eBook Reader, Savtira Cloud Media Player, Savtira eStore,

Due Diligence Locker, Facebook Page + Various Marketing Campaigns

Technologies: CSS, CSS3, HTML5, JavaScript, jQuery, PHP, Prototype, XHTML

Programs: Apache, Adobe Creative Suite 5.5 Web Premium, Notepad ++



HealthPlan Services

Web UI Designer

Tampa, Florida (Dec 2009 – April 2011)

HealthPlan Services (HPS) is the nation's largest independent provider of service and technology solutions to the insurance and managed care industries.

Responsibilities:

- Responsible of creating all documentation and integrating company's Coding Standards and User Interface Guidelines, among others.
- Facilitated reuse, expandability and adaptability to support features to be added in the future.
- Performed pre-QA testing to ensure cross-browser compatibility and reduce defects encountered during the QA cycle.

Projects: AVMA Brokers & Members Portals, Beazley Brokers, Employers & Members, CIGNA ESS, Freelancers Union Members Portal, Nationwide Brokers, Employers & Members Principal, Brokers & Members Portals, Principal Direct to Consumer, HPS ESS Admin, HPS Inforce Quoting, HPS Product Catalog, HPS RCO1, HPS RCO2, HPS XPRES, HPS Coding Standards (Document), HPS UI Design Guidelines (Document), HPS Design Specs (Document)

Technologies: CSS, CSS3, HTML5, JavaScript, jQuery, PHP, Prototype, XHTML

Programs: Acrobat, Apache, Aptana Studio, Photoshop



GTE Federal Credit Union

Web Developer

Tampa, Florida (Feb 2008 - Sep 2009)

GTE Federal Credit Union is one of the oldest (formed in 1935), largest (over \$2B in assets), and fastest growing credit union in the country, with nearly 600 employees, 235,000 members and 38 branches throughout the United States.

Responsibilities:

- Responsible for the user interface design and development of company's intranet and extranet web-based applications, including their marketing website, forms, graphics and various viral marketing campaigns.

- Refined the user experience by improving the user interface, design and functionalities of existing applications.
- Created logos, optimized marketing material for web use, and applied basic SEO optimization to all our web projects.

Projects: Cruise for Kids 2009, CU@HOME (CUH), CUH ACH, CUH Apply for a Loan, CUH Bill Pay, CUH Friends and Family, CUH U22 Skin, CUH Welcome Page, Facebook Page, GTEFCU Marketing Site, Intranet Landing Page, Join GTEFCU, LeadFusion Calculators, Money Tracker, PassPoints, Tampa Chapter

Technologies: AJAX, ASP.NET, CSS, JavaScript, jQuery, MySQL, PHP, WordPress, XHTML

Programs: Acrobat, Dreamweaver, Fireworks, Illustrator, Photoshop, Visual Studio 2008



Verizon Communications, Inc.

Web UI Designer

Temple Terrace, Florida (Jan 2006 - Jan 2008)

Verizon Communications, Inc. is a provider of communications services, including broadband, in 28 states and Washington, D.C. and nationwide long-distance and other communications products and electronic commerce services. Verizon is ranked # 24 on the 2009 Forbes List.

Responsibilities:

- Oversaw user interface related project responsibilities by communicating with project managers.
- Followed project change control guidelines, identified and prioritized defects, tracked project estimates, confirmed resource availability, tracked deliverable timelines. Oversaw user interface related project responsibilities by communicating with project managers.
- Delivered user interface design prototypes that maintain consistency with other products while evolving and adapting to new business problems and new technical possibilities.

Projects: CallShark, EAS ProcessNet, Employee Lookup Tool, Exact Lookup Tool , GenSS, iCAD, iVAPP – POD, iVAPP – BOD, NGPS, PlanNet, PMT & Work Request Tool, RequestNet, Session Tracker, SLM, Status Tracker, VEDS, vIMPACT, VIOS-CSM, vzSPOT, Work Request

Technologies: AJAX, CSS, JavaScript, JSP, SVG, XHTML

Programs: Dreamweaver, Fireworks, Illustrator, Paint Shop Pro, Photoshop